

ABSTRACT OF THE DISCLOSURE

A method of designing a golf club head by using a computer, including the steps of using a club head model and a ball model both of which are composed of a plurality of divided finite elements; 5 executing a simulation of impacting the club head model against the ball model at a reference hitting position set in a sweet area of a face part of the club head model and a plurality of comparison hitting positions set outside the sweet area; computing a stress generated in each of the finite elements by an analysis based on 10 a finite element method, when the club head model impacts the ball model at the reference hitting position and the comparison hitting positions; and controlling a thickness distribution of each of the finite elements.